Reading Quiz:
Question 1: Ans = E
Question 2: Ans = B
Question 3: Ans = A
Question 4: Ans = A

Why top-down and not bottom-up?
If you were told to come up with a schema for an application that's already developed, it would be difficult to reverse engineer app rather than go to business stakeholders. How do business objects relate? Requirements are rarely well defined.

ER Diagram isn't always clear, so having a good model is important

Primary keys are unique. Composite primary keys are made up of multiple fields. Foreign keys point to the parent table

Field = Column = Attribute

Records = Rows = Entities

Constraints hold true for keys.

Circle in relationship markings means that this end doesn’t require a value. Bar indicates that the value does need to be there.

Conceptual model is a little different from other types of models because all of the tables don’t necessarily exist here.

ERD Example #4 - Salesforce

LucidChart is data modeling tool.

Constraint is an assertion that must hold true.

Char is fixed length while VARCHAR is a string of variable length